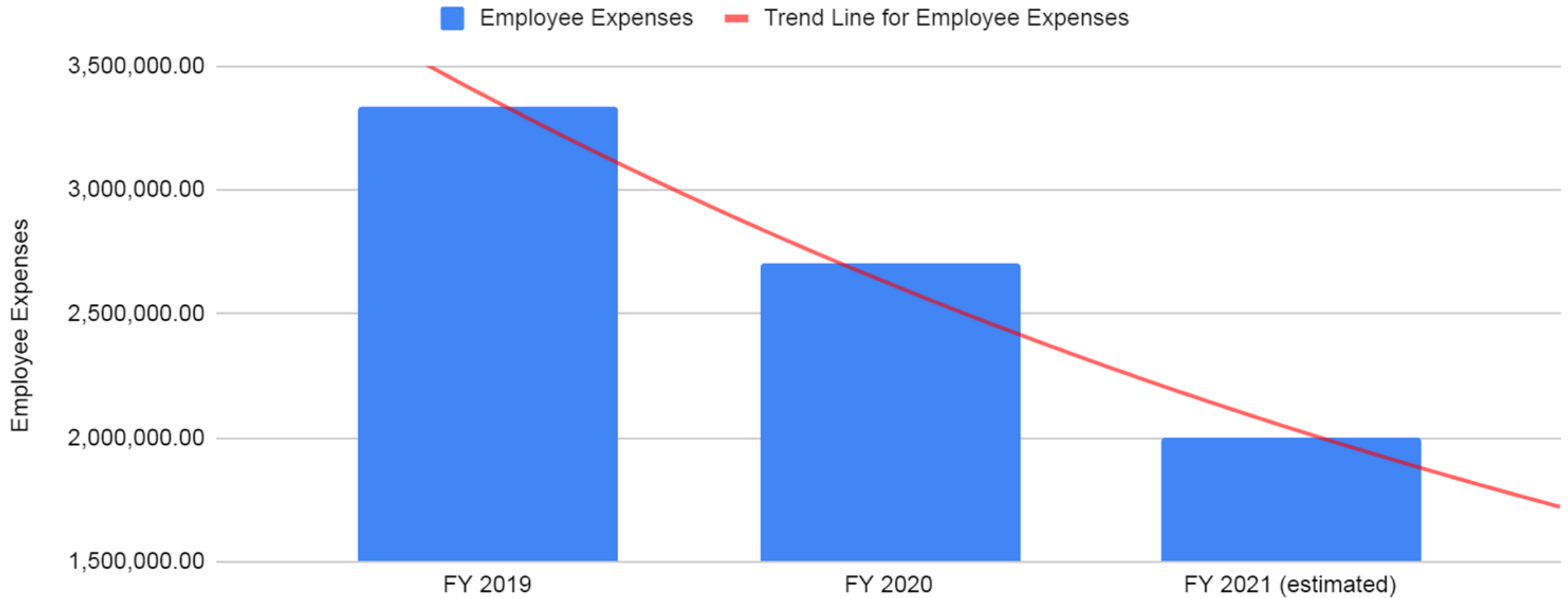




Presentation November 2020

Employee Expenses Summary

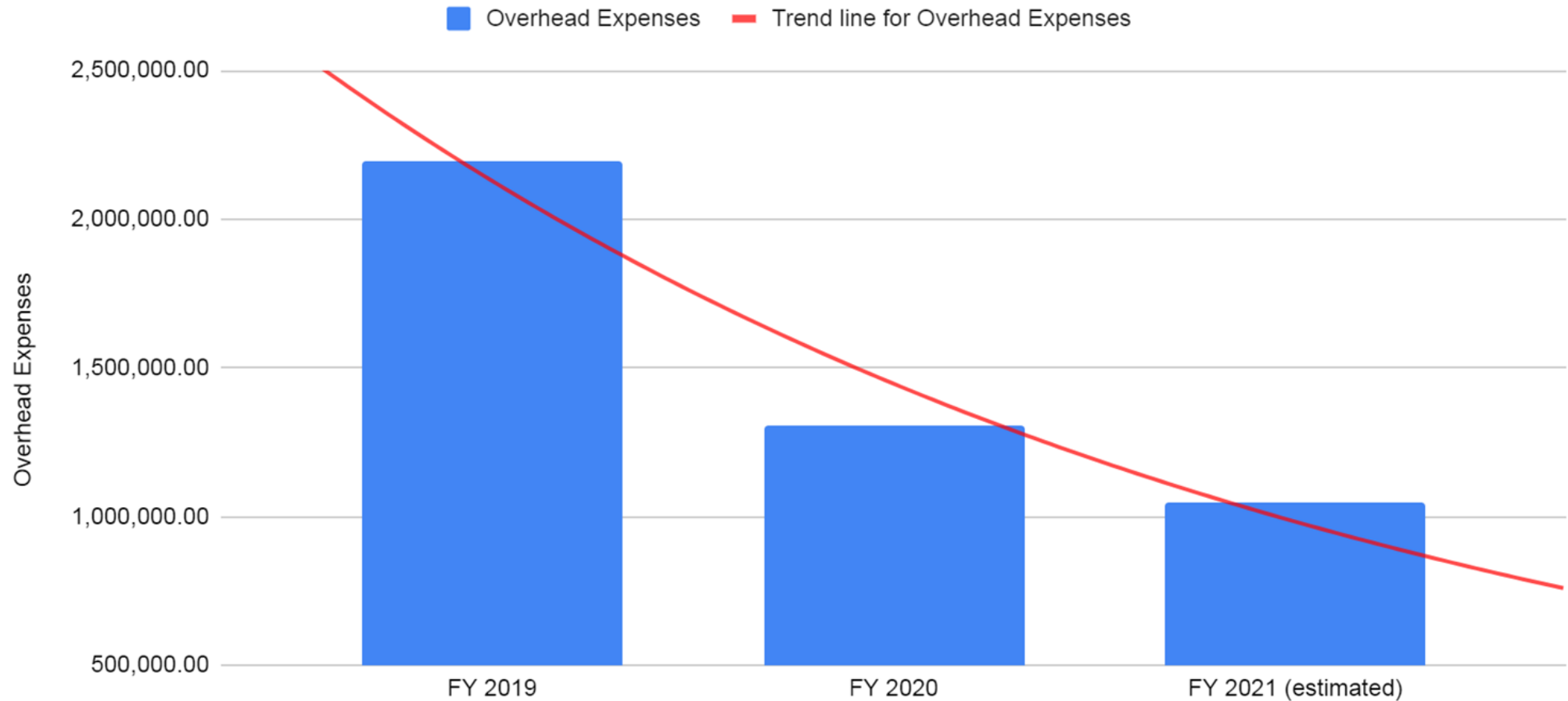
Employee Expenses





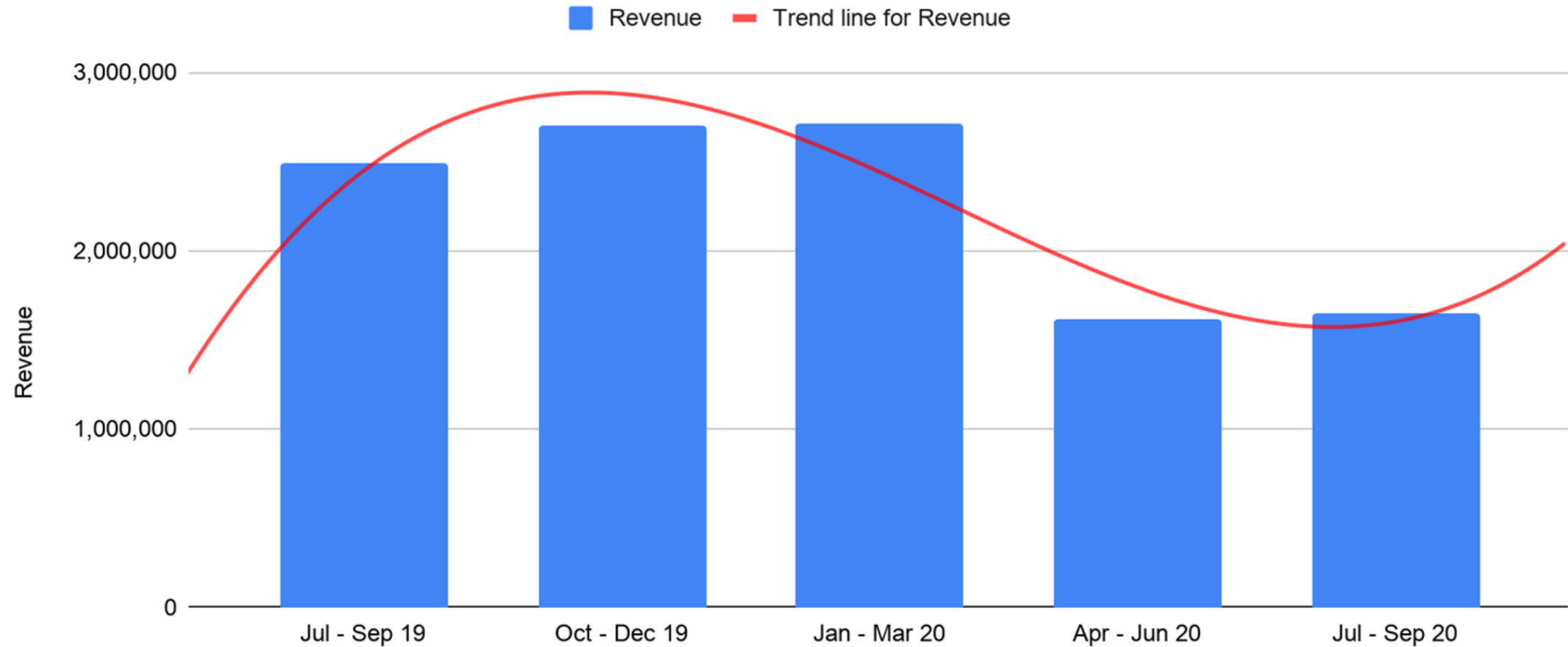
Overhead Expenses Summary

Overhead Expenses



▶ Quarterly Revenue Summary

Revenue vs



2021 OBJECTIVES



DIRECTOR BACKGROUND

- Ten years experience in Performance Marketing
- Led sales and international expansion in countries throughout APAC
- Drove internal innovation and optimization creating additional profit



UK OPERATIONAL REVIEW

- **Experienced, innovative and talented team** who are loyal to the organization
- **Unique digital assets** which can be optimized and leveraged further for increased margin
- **Resources stretched thinly** reducing focus and likelihood of success in some areas
- **Sales requires more attention** although the COVID environment has been very challenging
- **Internal processes** in some areas are too complex
- **Operates separately to Australia** with duplication of some resources/ systems



RECOMMENDATIONS / PRIORITIES

- **Media Buying** - Increase resources and skills, improve focus on profitable partnerships
- **Sales** – Focus on consumer industries (not B2B), improve sales process and pipeline
- **Tech** – Improve UI/UX of sites, including speed and mobile responsiveness
- **HR** – Leverage Australia/UK resources more efficiently, whilst removing duplication
- **Product** – Continue to develop Premium Lead Gen assets for future growth
- **Business** – Reduce internal complexity, explore new markets



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